FACT SHEET

Overview:

Launched in 1997 with the help of Tony Dungy, head coach of the Super Bowl champion Indianapolis Colts, All Pro Dad is an innovative program designed to equip men with the moral and educational tools necessary to make them better fathers and role models, and to build character in their children and communities.

The program offers practical fathering assistance – updated daily – available 24-hours a day, 365 days a year. All Pro Dad is structured around a football theme, which appeals to many men, due to their interest in sports in general, and professional football specifically. More than 44 NFL players, coaches and alumni are All Pro Dad supporters who speak out on the importance of being a good father.

All Pro Dad Programs:

- **The Play of the Day** is a short e-mail offering practical advice that's easy for men to apply in their homes. It is the most read daily fatherhood e-mail in the world, providing more than 36,000 fathers with hard-hitting, concise, helpful, and free information on topics ranging from marriage to raising teenagers. Men can sign up to receive this free daily e-mail at AllProDad.com.

- **All Pro Dad's Day** is a one-hour monthly breakfast held before school or on a Saturday where fathers and their children meet with other dads and kids at school or a local restaurant. Currently, there are 640 chapters in 40 states and in five countries, with more than 16,000 fathers and their kids gathering on a regular basis to discuss topics like peer pressure, goal setting, and caring for the less fortunate. Everything needed to start and run a chapter is available at the All Pro Dad website (AllProDad.com).

- **The All Pro Dad Father & Kids Experience** has been held 20 times since 2002 in eight different NFL cites (Indianapolis, Tampa, Miami, Buffalo, Pittsburgh, Green Bay, Kansas City and Jacksonville). This three hour event provides a fun and unique experience while passing along practical fatherhood advice. Events often sell out quickly, and more than 30,000 fathers and kids have been through the Experience.

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All Pro Dad Team Roster:

Members include active NFL players, coaches, and retired NFL standouts. For team member bios and general information about All Pro Dad, please visit www.AllProDad.com.

What are the top ten ways to be an All Pro Dad?

1. Love Your Wife
2. Spend Time With Your Children
3. Be a Role Model
4. Understand Your Children
5. Show Affection
6. Enjoy Your Children
7. Eat Together As a Family
8. Discipline With a Gentle Spirit
9. Pray and Worship Together
10. Realize You're a Father Forever

History:

All Pro Dad is the fatherhood program of Family First, a national non-profit organization based in Tampa, Fla. The mission of Family First is to strengthen the family by establishing family as a top priority in people's lives and by promoting principles for building marriages and raising children.

In addition to All Pro Dad, Family First recently launched iMOM (www.iMOM.com) in August of 2007. iMOM is an online and in-person interactive resource designed for mothers of all ages and backgrounds who seek to build lasting, meaningful relationships with their children, as well as grow them into wise, healthy, purpose-minded and relationally-focused children. The non-profit also is behind The Family Minute, which offers practical everyday advice on marriage, parenting and family relationships through a daily email that touches 75,000 people each day and a radio feature reaching more than 6,000,000 listeners every week.

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